

CONTINUING EDUCATION

COURSE OUTLINE – Web Analytics

INSTRUCTOR: N/A

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PREREQUISITE(S): None

REQUIRED TEXT/RESOURCE MATERIALS:

Course materials are included.

CALENDAR DESCRIPTION:

This course is designed to help learners develop a solid understanding of the basic concepts and techniques that you will encounter as practitioners in the web analytics field. Topics of major concern include a summary of web analytics concepts and important terms, along with the organizations and personnel who use web analytics. The course defines key performance indicators and discusses how they are chosen and implemented. A discussion of segmentation follows, with strategies for how to categorize website visitors. You will also learn how to plan and assess website business strategies using web analytics.

You will then explore reporting and dashboards as they relate to web analytics. You will gain an understanding of how to plan for and design dashboards and how qualitative research offers deeper business insights. In addition, you will learn how to conduct split and multivariate testing, and implement web analytics best practices.

CONTACT HOURS: 3.5 hours

CEUs: 0.35

PDU: 3.5

DELIVERY MODE: Online self-paced

TRANSFERABILITY: N/A

GRADING CRITERIA:

Upon successful completion of the course, you will receive a Certificate of Completion.

EVALUATIONS: Learners must achieve a test score of at least 70% to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

The following list outlines the PDUs you will earn for completing this course, based on the certification you have.

Designation	Technical	Leadership	Strategic/Business	TOTAL
PMP®/PgMP®	2.25	0	1.25	3.5
PMI-RMP®	0	0	1.25	1.25
PMI-SP®	0	0	1.25	1.25
PMI-ACP®	0	0	1.25	1.25
PfMP®	2.25	0	1.25	3.5
PMI-PBA®	2.25	0	1.25	3.5

STUDENT RESPONSIBILITIES: Completion of any practice lessons, quizzes, assignments, or tests.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates vary (refer to website for current availability).

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

- Define web analytics.
- Define key terms used in web analytics.
- Explain how web analytics evolved.
- Discuss how different organizations use web analytics.
- Identify who uses web analytics in an organization.
- Explain the difference between search engine optimization (SEO) and search engine marketing (SEM)
- Describe the difference between metrics and KPIs.
- Describe what segmentation is and how it can improve the usability of a website.
- Describe what dashboards are and why they are useful.
- Identify what should go into a dashboard.
- Define the difference between implicit and explicit data.
- Explain the use of dynamic content.

- Describe landing page optimization best practices.
- Articulate the importance of experimentation and testing in web analytics.
- Explain the differences between A/B and multivariate testing.
- Identify where a visitor is in the buying cycle and purchase funnel.
- Define common e-commerce metrics.
- Describe how surveys and qualitative information is used in web analytics.
- Identify when it is appropriate to include developers and page tagging.
- Demonstrate the difference between organic and paid reach, and list the factors that influence reach on various social media platforms.
- Explain how to reach influencers and name at least two relevant influencers in the learner's industry.
- Quantify the time and human capital that will be devoted to the learner's social media marketing campaign based on his or her organization's size.